

ORDER



KSNV

Orders	Order / Rev:	108008
	Alt Order #:	06865138
	Product Desc:	OBAMA FOR AMER SKEDC
	Estimate:	1904
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/18/12 / 10/18/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	32	\$14,250.00	\$12,112.50
10/29/12	10/29/12	8	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$14,250.00	\$12,112.50	0.00
November 2012	8	\$3,600.00	\$3,060.00	0.00
Totals	40	\$17,850.00	\$15,172.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	27%	\$17,850.00
Market	100%	\$66,111.11

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,850.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$15,205.56
KTUD	0%	\$0.00
KVVU	20%	\$13,222.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,983.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
<div>TODAY</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															

Order / Rev: 108008
 Alt Order #: 06865138
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama for America
 Product Desc: OBAMA FOR AMER SKEDC
 Estimate: 1904

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			4		\$900.00		0.00				
E 2	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
E 3	KSNV	10/23/12	10/29/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 4	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 5	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
E 6	KSNV	10/23/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$425.00		0.00				
E 7	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$325.00		0.00				
E 8	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
PHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTWTF--			5		\$450.00		0.00				
E 9	KSNV	10/26/12	10/26/12	Fri PR 8-9p Friday Prime 8-9pm	CM	8-9pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
WHIT/COM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$750.00		0.00				
													Totals	40	\$17,850.00